

JOURNAL OF HEALTH CARE MARKETING

SUMMARY INDEX, VOLUME 6

The following Summary Index covers Volume 6 of the *Journal* and includes a Subject and Author Index. The Author Index comprises all refereed articles with original abstracts, the *Special Sections*, the *Minicases*, and *Commentaries On . . .*, listed alphabetically and cross-referenced by author. Works by the same author are listed chronologically. The Subject Index comprises refereed articles, *Special Sections*, and *Minicases*.

The Summary Index will be available as a separate publication and should facilitate readers' and researchers' efforts to locate reference articles and/or become more familiar with literature on health care marketing. Order information will be made available in the June issue of the *Journal*.

The *Journal* extends its sincere thanks to Ms. Marsha Turner, Assistant Editor, for her work on this reader service.

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The Role of Referral Agents in the Marketing of Home Health Services. Donna Legg and Charles W. Lamb, Jr. (March 1986, pp. 51-56).

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The Marketing Planning Orientation of Hospitals: An Empirical Inquiry. Daryl McKee, P. "Rajan" Varadarajan, and John Vassar (December 1986, pp. 50-60).

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WELLNESS PROGRAMS

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- ACKERMAN, Laurence D. (1986), Commentary On . . . Optimizing Identity: A Marketing Imperative for Health Care Management, 6:2 (June), 49-56.
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B

- BARNES, Nora Ganim and Daphne MOWATT (1986), Research in Brief: An Examination of Patient Attitudes and Their Implications for Dental Service Marketing, 6:3 (September), 60-63.
- BELTRAMINI, Richard F. See Evans, Kenneth R.
- BISINGER, John M. (1986), Guest Editorial: Does Anyone Understand HMO Advertising?, 6:4 (December), 2-5.
- BONNER, P. Greg. See Scotti, Dennis J.
- BURNETT, John J. and James H. LEIGH (1986), Distinguishing Characteristics of Blood Donor Segments Defined in Terms of Donation Frequency, 6:2 (June), 38-48.
- Demographic, psychographic, and blood donation factors were hypothesized to account for differences among blood donor segments defined on the basis of frequency of donation. A stepwise multiple discriminant analysis shows 10 of the 29 initial predictor factors to be very useful for distinguishing among the donor categories. The gender of the donor, locus of control, risk taking, humanitarianism, and other factors differentiate donor categories. Results are considered in relation to prior research and theorizing, and the strategic implications for collection agency and hospital administration are given.

C

- CHANG, Cyril F. See Tuckman, Howard P.
- COURSEY, James W. (1986), Guest Editorial: A Bridge Over Troubled Waters, 6:3 (September), 2-3.
- CRAIG, Tim T. (1986), Case Study: An Initial Marketing/Financial Screen for a Multiprogram Urgent Care Center, 6:4 (December), 61-73.
- CROCKER, Kenneth E. and Judy ALDEN (1986), An Investigation of Clients' and Practitioners' Views of the Effect of Physical Therapy Advertising and Its Content, 6:3 (September), 12-18.
- Physical therapists actively lobbied for, and gained from their association, the right to advertise. Not surprisingly, they display a positive attitude toward advertising and its effects on their profession. The authors examine professionals' and consumers' attitudes and desires toward physical therapy advertising. Results suggest the inclusion of experiential information in advertisements is warranted.

D

- DOVE, Rhonda W. (1986), Research in Brief: Exploring the Selection of a Nursing Home: Who, What, and How, 6:2 (June), 63-66.
- DWYER, F. Robert. See Kolbe, Richard H.

E

- ELDER, John. See Hallgren, Kathryn R.
- EVANS, Kenneth R. and Richard F. BELTRAMINI (1986), Physician Acquisition of Prescription Drug Information, 6:4 (December), 15-25.
- The authors explore how the characteristics of prescription drug information sources influence the perceived usefulness of those sources. Physicians were asked in a survey to assess several prescription drug information sources and source characteristics. Their perceptions were examined statistically to determine whether they vary among physician subgroups (general practitioners versus specialists and younger versus older physicians). The results show that physician subgroups differ not only in their likelihood of using prescription drug information sources, but also in the importance they attribute to the information source characteristics. A situationally derived model of physician prescription drug information acquisition is advanced and a variety of academic and practitioner implications are discussed.

F

- FELER, Armando. See Gochman, David S.
- FERRELL, O. C., Charles S. MADDEN, and Donna LEGG (1986), Strategic Planning for Nonprofit Health Care Organization Funding, 6:1 (March), 13-21.
- Nonprofit health care organizations are experiencing intense competition and difficulties in maintaining current funding levels. Too often, tactical rather than strategic use of marketing is applied in fund-raising efforts. This article presents a strategic planning model for developing constituency support and funding for nonprofit health care organizations.
- FINCHAM, Jack E. and Albert I. WERTHEIMER (1986), Predictors of Patient Satisfaction in a Health Maintenance Organization, 6:3 (September), 5-11.
- Maintenance of patient satisfaction is essential to the success of health maintenance organizations (HMOs). In the authors' study, patient satisfaction in an HMO was predicted significantly by four variables: level of patient-physician continuity, self-assessed health, patient view of preventive health practices, and view of provider communicative appropriateness.
- FINN, David W. and Charles W. LAMB, Jr. (1986), Hospital Benefit Segmentation, 6:4 (December), 26-33.
- Market segmentation is an important topic to both health care practitioners and researchers. The authors explore the relative importance that health care consumers attach to various benefits available in a major metropolitan area hospital. The purposes of the study are to test, and provide data to illustrate, the efficacy of one approach to hospital benefit segmentation analysis.
- FISHER, Susan B. (1986), Commentary On . . . Marketing in Academic Health Centers, 6:3 (September), 49-51.

G

- GAEDEKE, Ralph M. See Tootelian, Dennis H.
- GOCHMAN, David S., George J. STUKENBORG, and Armando FELER (1986), The Ideal Physician: Implications for Contemporary Hospital Marketing, 6:2 (June), 17-25.
- A questionnaire asking individuals to identify freely the characteristics most descriptive of physicians who are closest to their ideal was mailed to a systematically derived cluster sample in a medium-size metropolitan area. Respondents clearly valued psychosocial and interpersonal characteristics such as communicating and caring much more than technical medical skills.

- GOMBESKI, William R., Jr., Cheryl E. STONE, and Frank J. WEAVER (1986), Health Care Marketing Minicase: Improving Patient Services Through a Professional Shopper Program, 6:3 (September), 64-68.

H

- HALLGREN, Kathryn R., John ELDER, and Craig MOLGAARD (1986), Research in Brief: The Marketing Implications of a Hospital-Based Smoking Cessation Program, 6:4 (December), 75-78.
- HAYES, Thomas J. and Ken E. MACK (1986), Commentary On . . . Making the Hospital Position Successful, 6:1 (March), 65-70.

K

- KOLBE, Richard H. and F. Robert DWYER (1986), Diagnosing the Physician as Gatekeeper in Hospice Marketing, 6:1 (March), 23-33.

The attitudes and opinions gatekeeping physicians hold toward hospice are important in critically evaluating marketing efforts. Based on a national sample of physicians, this article examines their perceived role in the referral process and their evaluation of critical care components, hospice administration, and communication vehicles. Recommendations for future marketing efforts are offered.

- KOTLER, Philip (1986), Guest Editorial: How to Set the Hospital's Marketing Budget, 6:1 (March), 7-12.

L

- LAMB, Charles W., Jr. See Finn, David W.
- LAMB, Charles W., Jr. See Legg, Donna.
- LEGG, Donna. See Ferrell, O. C.
- LEGG, Donna and Charles W. LAMB, Jr. (1986), Special Section: The Role of Referral Agents in the Marketing of Home Health Services, 6:1 (March), 51-56.
- LEIGH, James H. See Burnett, John J.

M

- MACK, Ken E. See Hayes, Thomas J.
- MADDEN, Charles S. See Ferrell, O. C.
- MALHOTRA, Naresh K. (1986), Marketing Linen Services to Hospitals: A Conceptual Framework and Empirical Investigation, 6:1 (March), 43-50.
- In light of the recent diagnosis related groups of illness (DRG) regulation, a very timely problem must be addressed concerning how linen service contractors can increase their penetration into the health care market. A conceptual framework is developed to understand the decision making process of hospitals with respect to linen services. An empirical investigation is reported, which assesses the relative importance of the factors involved in various phases of the decision making process using Thurstone's Case V analysis. Implications of the findings are discussed.
- MALHOTRA, Naresh K. (1986), Guest Editorial: Market Segmentation and Strategic Growth Opportunities for Hospitals, 6:2 (June), 2-6.
- MALHOTRA, Naresh K. (1986), Commentary On . . . Hospital

Marketing in the Changing Health Care Environment, 6:3 (September), 37-48.

- McKEE, Daryl, P. "Rajan" VARADARAJAN, and John VASSAR (1986), Special Section: The Marketing Planning Orientation of Hospitals: An Empirical Inquiry, 6:4 (December), 50-60.
- MINDAK, William A. (1986), Commentary On . . . Comparing Packaged Good and Industrial Product Analogues for Hospital Marketing Strategies, 6:4 (December), 44-49.
- MOLGAARD, Craig. See Hallgren, Kathryn R.
- MOORE-PASTIDES, Patricia J. See Pastides, Harris.
- MOWATT, Daphne. See Barnes, Nora Ganim.

O

- ORTINAU, David J. (1986), Discriminating Users and Nonusers of Preventive Health Care Practices and Emergency Medical Walk-in Clinics, 6:2 (June), 26-37.
- Using a consumer-oriented framework and discriminant analysis, the author contrasts users and nonusers of the preventive comprehensive annual physical examination in terms of their demographic characteristics, opinions, and behavior toward health care treatments. Assessments are made of these consumers' awareness and knowledge of the emergency medical walk-in clinic concept. The results give health care professionals some interesting and controversial consumer insights about preventive health care and the walk-in clinic delivery mechanism.

P

- PASTIDES, Harris and Patricia J. MOORE-PASTIDES (1986), Special Section: Sampling, Standardization, Randomized Trial, and Modeling: Four Techniques Applied to Health Care Marketing, 6:2 (June), 57-62.
- PAYNE, Bruce C. See Simmons, Susan A.
- PETERS, Michael P. (1986), Special Section: Innovation for Hospitals: An Application of the Product Development Process, 6:3 (September), 52-59.

R

- ROGERS, Robert D. See Smith, Howard L.

S

- SCOTTI, Dennis J., P. Greg BONNER, and Alan R. WIMAN (1986), An Analysis of the Determinants of HMO Reenrollment Behavior: Implications for Theory and Policy, 6:2 (June), 7-16.
- Understanding the evaluative criteria used to select a health plan is central to effective marketing of an HMO. The determinant criteria that guide the reenrollment decision are shown to differ from those that drive initial enrollment. The authors' findings suggest several operational and strategic policy implications for HMO management.
- SEGAL, Richard and Deborah Payn SMITH (1986), Pharmacists' Beliefs and Values about Advertising Patient Oriented Services, 6:1 (March), 35-41.
- Pharmacists' beliefs about the utility of advertising sources and values for advertising outcomes were studied to learn about the decision-making process for advertising patient oriented pharmacy services in the ambulatory setting. The data suggest that pharmacists in the sample believe advertising through word-of-mouth communication is more likely to result in positive outcomes than either yellow pages or local newspaper advertising.
- SIMMONS, Susan A., Bruce C. PAYNE, and Mickey C. SMITH (1986), Marketing Medicaid Drugs: An Analysis of Cost Factors, 6:3 (September), 29-36.
- The cost of drugs dispensed through the Medicaid program is the focus of this article. The research question addressed is, "What variables raise or lower the expense of marketing drugs to Medicaid recipients?" Medicaid drug programs are

dichotomized into high- and low-cost groups and variables are identified that are linked with either the more or less expensive programs. Three groups should be interested in identifying factors that increase or decrease the cost of marketing drugs to Medicaid patients—pharmacy managers, Medicaid administrators at the state and federal levels, and public aid recipients.

SINGH, Jagdip. See Wood, Van R.

SMITH, Deborah Payn. See Segal, Richard.

SMITH, Howard L. and Robert D. ROGERS (1986), Factors Influencing Consumers' Selection of Health Insurance Carriers, 6:4 (December), 6-14.

The authors examine the factors and information influencing consumers' selection of health insurance carriers. The results indicate that consumers are sensitive to rising insurance premium costs. They perceive that the decision to select a carrier is critical, yet they are often unprepared (i.e., lack information) to make a judicious decision. Further, consumers are found to rely generally on personal experience rather than the traditional marketing media during the process of selecting insurers.

SMITH, Mickey C. See Simmons, Susan A.

STONE, Cheryl E. See Gombeski, William R., Jr.

STUKENBORG, George J. See Gochman, David S.

T

TOOTELIAN, Dennis H. and Ralph M. GAEDEKE (1986), Health Care Marketing Minicase: The Changing Role of Pharmacies in the 1990s, 6:1 (March), 57-63.

TUCKMAN, Howard P. and Cyril F. CHANG (1986), Competitive Conditions and Hospital Strategies: A Memphis Case Study, 6:4 (December), 34-43.

The authors explore the strategies Memphis hospitals employ to compete in a market dominated by a few large competitors. Several key strategies are identified, including horizontal integration, product diversification, product specialization, resource-based quality improvement, insti-

tutional differentiation, and public relations and physician centered marketing. Several forces that have caused health care delivery to become more competitive are identified and discussed. The argument is made that these forces were responsible for an altering of the assumptions on which strategies were based in the Memphis market. Evidence is presented to show that the above strategies were both widened in scope and refocused to encompass a larger number of market segments. The authors conclude with an analysis of the implications of these changes.

V

VARADARAJAN, P. "Rajan." See McKee, Daryl.

VASSAR, John. See McKee, Daryl.

W

WEAVER, Frank J. See Gombeski, William R., Jr.

WERTHEIMER, Albert I. See Fincham, Jack E.

WIMAN, Alan R. See Scotti, Dennis J.

WINTER, Frederick W. (1986), Health Care Marketing Minicase: Computerized Secondary Data Approaches to Health Care Location Decisions, 6:2 (June), 67-75.

WOOD, Van R. and Jagdip SINGH (1986), Strategic Planning for Health Care Markets: A Framework and Case Study in Analyzing Diagnosis Related Groups, 6:3 (September), 19-28.

The sweeping changes in the health care industry, of which implementation of the prospective payment system (PPS) is one, put heavy demands on hospital administrators to "manage" their portfolio of health care products and services. The authors discuss the implications of PPS and other changes in the industry for strategic planning and present a framework based on an efficiency/profitability matrix. The framework can assist hospital managers in gaining strategic insight into their current portfolio and can guide their efforts in determining future product/service portfolios. A case study demonstrates the application of the proposed framework.